ANNUAL REPORT

for the fiscal year
ending March 31, 1988

Nova Scotia Information Service

92-03925/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant Governor of the
Province of Nova Scotia

Sir:

I have the privilege to submit the annual report of the Nova Scotia Information Service for the fiscal year ending March 31, 1988.

Yours truly,

George Moody
Minister responsible for the
Communications and Information Act

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Rob Smith
Executive Director
Nova Scotia Information Service

OVERVIEW

Nova Scotia Information Service maintains the flow of communication between the government and the Nova Scotia public. Seven sections work co-operatively to achieve this goal: Public Enquiries, Media Services, Media Monitoring, Film and Video, Still Photography, Advertising, and the Government Bookstore.

In November 1987, Nova Scotia Information Service was separated from the Department of Government Services. However, Government Services continues to handle payroll and personnel services for Nova Scotia Information Service.

PUBLIC ENQUIRIES

Public Enquiries, which operates a provincial toll-free telephone service, responds to general enquiries on provincial government programs and services. As well, where possible, staff assist with other general information requests, including those related to municipal and federal government matters.

In 1987–88, 12,484 requests for information were handled by the two-person staff. Of these, 9,517 were by telephone, 2,758 were by mail, and 146 were walk-in enquiries. Sixty-three were in French.

Public Enquiries also provided information kits on Nova Scotia to students and schools across North America and updated various provincial, national, and international directories, almanacs, and guides.

In June 1987, Public Enquiries officers staffed a media information centre during HRH Prince Edward's visit to Nova Scotia.

As well, each year, Public Enquiries staff produce and distribute an Immigration Kit which provides information to individuals who wish to move to Nova Scotia.

MEDIA SERVICES

Media Services provides writing, editing, and distribution services for government departments and agencies.

All news releases are edited before distribution to ensure consistency in both quality and style. Feature articles and news releases are prepared upon request by a department or agency.

Until the fall of 1987, news releases and other government information, such as the Speech from the Throne and the Budget Address, were distributed via telex. In November, the system was changed to computerized electronic mail. All radio stations, daily newspapers, news services, and caucus offices in Nova Scotia were provided with printers to receive the information.

Weekly newspapers were supplied with releases, photographs, and other government information of interest to their particular circulation areas by mail twice each week. In addition, news releases were distributed to over 200 non-media subscribers weekly.

In 1987–88, 1,207 news releases were distributed. Also, 402 winter road reports, 63 ski reports, 66 beach reports, 320 fire indexes, and 223 notes to editors were made available to the media.

The Department of Agriculture and Marketing's weekly farm market report was fed to six radio stations through Media Services. News conferences are set up, recorded and dubs prepared and selected for distribution to radio stations by this section.

At the start of the 1988 legislative session, a new communications program was implemented. Before government legislation is introduced, appropriate ministers brief news media on the contents of the bill at sessions organized by Nova Scotia Information Service.

MEDIA MONITORING

Media Monitoring scans provincial print and selected broadcast media in order to keep departments and agencies informed about public opinion and activity related to government policy, programs, and services.

In 1987–88, staff read and clipped more than 100 newspapers and monitored 10 television newscasts and 20 radio broadcasts each week. Staff also responded to requests from departments for audio and video dubs of news broadcasts.

FILM AND VIDEO

This section produces and collaborates on information and training projects and produces television commercials for government departments and agencies.

In 1987–88, a project on the restoration of Province House, entitled *Nova Scotia's Province House: A Heritage Restored*, was produced in 16 mm film and 35 mm slides and transferred to video by this section. Film and Video also produced a 15-minute video on energy education in schools with Video Activity Ltd. for the Department of Mines and Energy.

The Nova Scotia Commission on Drug Dependency acquired the rights to an American video on the responsibilities of those who serve alcohol to the public. Re-editing and some rewriting was required to adapt the video for a Nova Scotia audience.

This section also considered proposals to produce a series of five-minute videos as part of a federal-provincial project on aquaculture. The contract was awarded to Citadel Communications.

Two AIDS information television commercials were produced for the Department of Health and Fitness with Krizsan Productions. Also, two television commercials on all-terrain vehicles were produced for the Department of Transportation and Communications.

STILL PHOTOGRAPHY

Still Photography provides photos for a wide variety of uses, including slide shows, publicity, illustrations for government publications, and identification cards.

This past year, staff produced 17,477 photographs, including 597 stills for various assignments, 962 identification cards, and 15,918 copies of 530 photographs which were sent to newspapers for information purposes.

ADVERTISING

Advertising manages and co-ordinates requests for advertising from government departments and agencies. This includes preparing media cost proposals, designing and producing the ad, and buying media space.

In 1987–88, Advertising handled 972 advertising requests. This resulted in the placement of 2,474 ads on radio and television, in print, and on outdoor media, including billboards and busboards.

In-province advertising expenditures totalled $1,231,456.22, with $615,157.50 of this being placed through McGuire Communications, the agency of record. In addition, McGuire Communications placed $73,495.66 in out-of-province advertising.

The Department of Transportation and Communications promoted its Plate-to-Owner program and ran a safety campaign on the use of all-terrain vehicles. These campaigns incorporated all types of advertising media and cost $158,718.37.

GOVERNMENT BOOKSTORE

The Government Bookstore moved to its current location at 1700 Granville St., Halifax, in May 1987.

The bookstore operates a retail and mail order service for Nova Scotia government publications. It stocks such items as Royal Commission reports, geological surveys, wildlife guides, cookbooks, and quilting instructions. Copies of Nova Scotia statutes, legislation, and regulations, as well as topographical maps and lithographs, are also available.

Staff processed 2,619 orders, with sales totalling $180,676.43 for the year.